

**PHILIP MORRIS USA**

**OOH CORPORATE POOL RECOMMENDATION**

OCTOBER 19, 1993

2060177304

## PHILIP MORRIS USA

### OOH CORPORATE POOL RECOMMENDATION

#### 1994 OUTDOOR POOL

#### 1993 BACKGROUND

- Due to reduced OB in 1993, "Super Pool" concept was developed
  - Reduced overall size of pool
  - Small "fixed" 12 month Marlboro commitment
  - Balance of inventory evolved in to "Super Pool"

	<u>1991</u>	<u>1992</u>	<u>1993</u>
Marlboro Pool Bulletins	1038	1022	215
Corp/Super Pool Bulletins	<u>505</u>	<u>364</u>	<u>793</u>
Total Bulletins	1542	1386	1,008

- This format proved to be ineffective
  - Left too heavy a burden, both financially and creatively, on the premium brands
  - No consistent Marlboro 12 month support
  - Marlboro still forced to take "leftover" inventory

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## PHILIP MORRIS USA

### OOH CORPORATE POOL RECOMMENDATION

- 1994 Outdoor pools will reflect the following:
  - Major 12 month Marlboro presence in all markets based on specific delivery guidelines
  - Corporate Bulletin foundation in 11 key Premium Brand markets

	<u>1993*</u>	<u>1993**</u>	<u>1994</u>
Marlboro Pool	215	665	763
Corp/Super Pool	<u>793</u>	<u>315</u>	<u>186</u>
Total Bulletin Pool	1,008	980	949

### '94 POOL COST

	<u>PER MONTH</u>	<u>FULL YEAR</u>
Marlboro	\$3.6 MM	\$43.2 MM
Corporate	<u>1.5 MM</u>	<u>18.0 MM</u>
	\$5.1 MM	\$61.2 MM

\*AS OF OCTOBER 1993    \*\* AS OF NOVEMBER 1993

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## PHILIP MORRIS USA

### OOH CORPORATE POOL RECOMMENDATION

#### 1994 CORPORATE POOL

- Recommend a reduction in the number of Corporate pool markets from 62 in '93 (Super Pool) to 11
- Intended for use exclusively by Premium And/or Discount Brands
- Market selection determined by Multi Brand interest
- A reduced corporate pool will allow OPB to achieve a more focused Reach & Frequency Plan in all of their key markets via OOP buys
- 1994 Pool - 186 Bulletins/Transit Franchises
- We will protect franchise locations and exclusivity programs in all major markets

BUDGET    \$1.5 MM/month or \$18.0 MM/year

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**PHILIP MORRIS USA**

**OOH CORPORATE POOL RECOMMENDATION**

**1994 CORP POOL MARKETS**

Boston  
NY  
Philadelphia  
Washington  
Atlanta  
Miami

Dallas  
Houston  
Chicago  
LA  
San Diego

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## 94 OOH KEY MARKETS

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	MARKETS	MERIT	PARL	SLIMS	BASIC	# BRANDS
1A0	BANGOR				1	1
1B0	BOSTON	1	1		1	3
1C0	HARTFORD	1		1	1	3
1D0	RHODE ISLAND	1			1	2
1E0	ALBANY	1			1	2
1F0	SYRACUSE	1			1	2
1G0	BUFFALO	1			1	2
1H0	NEW YORK	1	1	1	1	4
1I0	PHILADELPHIA	1	1	1	1	4
1J0	HARRISBURG	1			1	2
2A0	BALTIMORE	1		1	1	3
2B0	WASHINGTON	1		1	1	3
2C0	RICHMOND	1		1	1	3
2D0	RALEIGH/DURHAM				1	1
2E0	CHARLOTTE			1	1	2
2F0	COLUMBIA			1	1	2
2G0	GREENVILLE			1	1	2
2H0	KNOXVILLE			1	1	2
2I0	NASHVILLE			1	1	2
2J0	ATLANTA	1		1	1	3
2K0	BIRMINGHAM			1	1	2
2L0	SAVANNAH			1	1	2
2M0	JACKSONVILLE			1	1	2
2N0	PENSACOLA			1	1	2
2O0	ORLANDO				1	1
2P0	TAMPA			1	1	2
2Q0	MIAMI		1	1	1	3
3A0	ST. LOUIS			1	1	2
3B0	SPRINGFIELD				1	1
3C0	PADUCAH				1	1
3D0	MEMPHIS			1	1	2
3E0	JACKSON			1	1	2
3F0	LITTLE ROCK			1	1	2
3G0	NEW ORLEANS			1	1	2
3H0	LAKE CHARLES			1	1	2
3I0	DES MOINES	1			1	2
3J0	OMAHA	1			1	2
3K0	KANSAS CITY	1			1	2
3L0	TULSA				1	1
3M0	OKLAHOMA CITY	1		1	1	3
3N0	DALLAS/FT. WORTH			1	1	2
3O0	MIDLAND				1	1
3P0	ALBUQUERQUE				1	1
3Q0	HOUSTON			1	1	2
3R0	WACO/TEMPLE				1	1

## 94 OOH KEY MARKETS

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MARKETS		MERIT	PARL	SLIMS	BASIC	# BRANDS
3S0	SAN ANTONIO				1	1
4A0	PITTSBURGH			1	1	2
4B0	CLEVELAND				1	1
4C0	COLUMBUS				1	1
4D0	CINCINNATI				1	1
4E0	SAGINAW	1			1	2
4F0	DETROIT			1	1	2
4G0	GRAND RAPIDS	1		1	1	3
4H0	TOLEDO	1		1	1	3
4I0	INDIANAPOLIS				1	1
4J0	LOUISVILLE				1	1
4K0	LEXINGTON				1	1
4L0	CHICAGO	1		1	1	3
4M0	PEORIA				1	1
4N0	GREEN BAY	1			1	2
4O0	MINNEAPOLIS	1			1	2
4P0	SIOUX FALLS	1			1	2
4Q0	MILWAUKEE	1			1	2
5A0	ALASKA				1	1
5B0	SPOKANE	1			1	2
5C0	SEATTLE	1			1	2
5D0	PORTLAND	1			1	2
5E0	DENVER	1			1	2
5F0	SALT LAKE CITY				1	1
5G0	PHOENIX				1	1
5H0	SACRAMENTO			1	1	2
5I0	SAN FRANCISCO				1	1
5J0	FRESNO				1	1
5K0	HAWAII			1	1	2
5L0	LOS ANGELES	1		1	1	3
5M0	SAN DIEGO			1	1	2
		30	4	36	76	

**1BO BOSTON**  
**1994 CORPORATE POOL RECOMMENDATION**

<u>MARKET/S</u>	<u>VEHICLES</u>	<u>1993 ALLOCATION</u>		<u>1994 ALLOCATION</u>	
		<u>#</u>	<u>COST</u>	<u>#</u>	<u>COST</u>
BOSTON					
	BULLETINS	3	\$27.9	3	\$27.9
	30-SHEET	73	\$38.6	73	\$38.6
	TAXI TOPS	0	<u>\$0.0</u>	412	<u>\$53.1</u>
TOTAL:			\$66.5		\$81.0
MONTHLY R/F		85 / 15.0		90 / 21.0	
DAILY GRP'S		42.5		63.0	

**NOTES:**

TAXI-TOPS TO BE SPLIT BETWEEN MARLBORO AND CORPORATE POOL  
MARLBORO UTILIZED CORPORATE TAXI TOPS FOR LAST 6 MONTHS OF '93

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**1HO NEW YORK  
1994 CORPORATE POOL RECOMMENDATION**

MARKET/S	VEHICLES	1993 ALLOCATION		1994 ALLOCATION	
		#	COST	#	COST
NEW YORK					
	BULLETINS	30	\$277.3	30	\$277.3
	BUS SHELTERS	955	\$402.3	478	\$201.2
	TAXI TOPS	0	<u>\$0.0</u>	1150	<u>\$72.3</u>
			\$679.6		\$550.8
NEW JERSEY	BULLETINS	7	\$47.3	7	\$47.3
CONNECTICUT	BULLETINS	1	<u>\$4.0</u>	1	<u>\$4.0</u>
TOTAL			\$730.9		\$602.1
MONTHLY R/F		81 / 13.0		85 / 15.0	
DAILY GRP'S		35.1		42.5	

**NOTES:**

TAXI TOP POOL TO BE SPLIT BETWEEN MARLBORO AND CORPORATE  
1/2 OF BUS SHELTERS TO BE ALLOCATED TO MARLBORO POOL

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**110 PHILADELPHIA  
1994 CORPORATE POOL RECOMMENDATION**

<u>MARKET/S</u>	<u>VEHCILES</u>	<u>1993 ALLOCATION</u>		<u>1994 ALLOCATION</u>	
		<u>#</u>	<u>COST</u>	<u>#</u>	<u>COST</u>
PHILADELPHIA	BULLETINS	10	\$37.1	15	\$54.3
MONTHLY R/F		6 4 / 9.6		7 5 / 12.0	
DAILY GRP'S		20.5		30.0	

**NOTES:**

**ADDED 5 BULLETINS**

**IF BULLETIN UPGRADE CAN'T BE ACHEIVED ADDITIONAL 30-SHEET AND TRANSIT  
SHOULD BE CONSIDERED**

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**2BO WASHINGTON  
1994 CORPORATE POOL RECOMMENDATION**

<u>MARKET/S</u>	<u>VEHICLES</u>	<u>1993 ALLOCATION</u>		<u>1994 ALLOCATION</u>	
		<u>#</u>	<u>COST</u>	<u>#</u>	<u>COST</u>
WASHINGTON					
	BULLETINS	4	\$16.0	8	\$31.9
	BUS SHELTERS	96	<u>\$61.8</u>	48	<u>\$30.9</u>
TOTAL			\$77.8		\$62.8
MONTHLY R/F		N/A		N/A	
DAILY GRP'S		N/A		N/A	

**NOTES:**

WILL TRY TO ADD 4 BULLETINS

BUS SHELTER POOL WILL BE SPLIT BETWEEN MARLBORO AND CORPORATE  
SUPPLEMENTAL 30-SHEET AND 8-SHEET SHOULD BE CONSIDERED IF BULLETINS  
UNAVAILABLE . BUS KINGS AND TAXIS CAN BE BOUGHT TO INCREASE REACH

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**2JO ATLANTA**  
**1994 CORPORATE POOL RECOMMENDATION**

<u>MARKET/S</u>	<u>VEHICLES</u>	<u>1993 ALLOCATION</u>		<u>1994 ALLOCATION</u>	
		<u>#</u>	<u>COST</u>	<u>#</u>	<u>COST</u>
ATLANTA	BULLETINS	13	\$39.2	15	\$64.7
MONTHLY R/F		78 / 8.6		79 / 10.6	
DAILY GRP'S		22.4		27.9	

NOTES:  
 MOVED 2 MARLBORO BULLETINS TO CORPORATE POOL

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**2QO MIAMI**  
**1994 CORPORATE POOL RECOMMENDATION**

<u>MARKET/S</u>	<u>VEHICLES</u>	<u>1993 ALLOCATION</u>		<u>1994 ALLOCATION</u>	
		<u>#</u>	<u>COST</u>	<u>#</u>	<u>COST</u>
MIAMI	BULLETINS	7	\$26.3	15	\$107.1
	BUS SHELTERS	122	<u>\$38.4</u>	61	<u>\$19.2</u>
TOTAL			\$64.7		\$126.3
MONTHLY R/F		60 / 6.4		74 / 11.0	
DAILY GRP'S		12.8		27.1	

**NOTES:**

**ADDED 8 BULLETINS IN MIAMI**

**1/2 OF BUS SHELTERS ALLOCATED TO MARLBORO**

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**3NO DALLAS/FT. WORTH  
1994 CORPORATE POOL RECOMMENDATION**

<u>MARKET/S</u>	<u>VEHICLES</u>	<u>1993 ALLOCATION</u>		<u>1994 ALLOCATION</u>	
		<u>#</u>	<u>COST</u>	<u>#</u>	<u>COST</u>
DALLAS					
	BULLETINS	5	\$16.9	7	\$23.2
FT. WORTH					
	BULLETINS	<u>4</u>	<u>\$9.0</u>	<u>5</u>	<u>\$11.3</u>
TOTAL:		9	\$25.9	12	\$34.5
MONTHLY R/F		7 5 / 8.2		7 8 / 10.5	
DAILY GRP'S		20.5		27.3	

NOTES:  
ADDED 3 BULLETINS

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**3QO HOUSTON**  
**1994 CORPORATE POOL RECOMMENDATION**

<u>MARKET/S</u>	<u>VEHCILES</u>	<u>1993 ALLOCATION</u>		<u>1994 ALLOCATION</u>	
		<u>#</u>	<u>COST</u>	<u>#</u>	<u>COST</u>
HOUSTON	BULLETINS	15	\$52.9	15	\$52.9
MONTHLY R/F		90 / 17.1		90 / 17.1	
DAILY GRP'S		51.3		51.3	

NOTES:

AMPLE COVERAGE

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**4LO CHICAGO  
1994 CORPORATE POOL RECOMMENDATION**

<u>MARKET/S</u>	<u>VEHCILES</u>	<u>1993 ALLOCATION</u>		<u>1994 ALLOCATION</u>	
		<u>#</u>	<u>COST</u>	<u>#</u>	<u>COST</u>
CHICAGO	BULLETINS	14	\$83.5	17	\$118.1
GARY, IN	BULLETINS	1	\$2.3	1	\$2.3
TOTAL:		15	\$85.8	18	\$120.4
MONTHLY R/F		81 / 10.7		82 / 12.0	
DAILY GRP'S		28.9		32.8	

NOTES:  
MOVED 3 MARLBORO BULLETINS TO CORPORATE POOL

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**5LO LOS ANGELES**  
**1994 CORPORATE POOL RECOMMENDATION**

<u>MARKET/S</u>	<u>VEHICLES</u>	<u>1993 ALLOCATION</u>		<u>1994 ALLOCATION</u>	
		<u>#</u>	<u>COST</u>	<u>#</u>	<u>COST</u>
LOS ANGELES					
	BULLETINS	29	\$126.3	35	\$167.3
	BUS SHELTERS	125	<u>\$68.8</u>	63	<u>\$34.4</u>
TOTAL			\$195.1		\$201.7
MONTHLY R/F		72 / 9.9		74 / 11.0	
DAILY GRP'S		23.8		27.1	

**NOTES:**

**ADDED 6 BULLETINS**

**SPLIT BUS SHELTER POOL BETWEEN MARLBORO AND CORPORATE**

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**5MO SAN DIEGO  
1994 CORPORATE POOL RECOMMENDATION**

<u>MARKET/S</u>	<u>VEHICLES</u>	<u>1993 ALLOCATION</u>		<u>1994 ALLOCATION</u>	
		<u>#</u>	<u>COST</u>	<u>#</u>	<u>COST</u>
SAN DIEGO	BULLETINS	7	\$40.7	11	\$62.0
PALM SPRINGS	BULLETINS	<u>1</u>	<u>\$2.7</u>	<u>1</u>	<u>\$2.7</u>
TOTAL		8	\$43.4	12	\$64.7
MONTHLY R/F		66 / 11.5		78 / 14.5	
DAILY GRP'S		25.3		37.7	

NOTES:  
ADDED 4 BULLETINS TO SAN DIEGO

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**1994 CORPORATE POOL RECOMMENDATION**

ESTIMATED COSTS AS OF OCTOBER 19, 1993

<b><u>BRAND</u></b>	<b><u>#</u> <u>MONTHS</u></b>	<b><u>CORPORATE</u> <u>POOL</u> (\$M)</b>	<b><u>OOP*</u> (\$M )</b>	<b><u>TOTAL</u> (\$M)</b>	<b><u>ORIGINAL</u> <u>BUDGET</u> (\$M)</b>	<b><u>DIFF</u> (\$M)</b>
MERIT	3	\$4,512.0	\$1,237.2	\$5,749.2	\$5,400.0	(\$349.20)
VIRGINIA SLIMS	2	\$3,008.0	\$882.4	\$3,890.4	\$8,400.0	\$4,509.6
PARLIAMENT	7	<u>\$5,810.0</u>	<u>\$0.0</u>	<u>\$5,810.0</u>	<u>\$7,000.0</u>	<u>\$1,190.0</u>
<b>TOTAL PREMIUM</b>		<b>\$13,330.0</b>	<b>\$2,119.6</b>	<b>\$15,449.6</b>	<b>\$20,800.0</b>	<b>\$5,350.4</b>
BASIC	5	\$7,520.0	\$4,958.0	\$13,691.5	\$19,100.0	\$5,408.5
<b>GRAND TOTAL</b>		<b>\$20,850.0</b>	<b>\$7,077.6</b>	<b>\$29,141.1</b>	<b>\$39,900.0</b>	<b>\$10,758.9</b>

\* ESTIMATED 50 SHOWING IN 30-SHEET IN BRAND'S KEY MARKETS.

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## **1994 CORPORATE POOL UNITS**

### **BULLETINS**

14' X 48'

19 1/2' X 48'

20' X 60'

### **TRANSIT**

BUS SHELTERS

TAXI-TOPS

## **OOP CONSIDERATIONS**

8-SHEET

30-SHEET

BUS SHELTERS

BUS KINGS

TAXI-TOPS

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